



FOR IMMEDIATE RELEASE
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Netflix CEO to Speak at the Deutsche Bank 12th Annual Media Conference

LOS GATOS, CA — June 7, 2004 — Netflix, Inc. (Nasdaq: NFLX) today announced that Reed Hastings, CEO and co-founder will be a featured speaker at the Deutsche Bank 12th Annual Media Conference. The Conference will be held in New York City. Mr. Hastings is scheduled to speak on June 9, 2004 at 2:00 p.m., Eastern Time.

The live web cast will be available on the investor relations page of the Netflix web site at <http://ir.netflix.com> beginning at 2:00 p.m., Eastern Time on, Wednesday, June 9, 2004.

About Netflix

Netflix (Nasdaq: NFLX) is the world's largest online movie rental service, providing more than two million subscribers access to over 20,000 DVD titles. For \$21.99 a month, Netflix subscribers rent as many DVDs as they want, and keep them as long as they want, with three movies out at a time. There are no due dates, no late fees and no shipping fees. DVDs are delivered for free by first-class mail from regional shipping centers located throughout the United States. Netflix can reach more than 80 percent of its subscribers with generally next business-day delivery. The company provides subscribers extensive information about DVD movies, including critic reviews, member reviews, online trailers, ratings, and personalized movie recommendations. For more information, visit www.netflix.com.

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